



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI, GHANA
FACULTY OF HUMANITIES
DEPARTMENT OF COMMUNICATION
BACHELOR OF ART COMMUNICATION
END OF SECOND SEMESTER EXAMINATIONS – 2018/19 ACADEMIC YEAR
LEVEL 300**

BACS 362: ANALYSING COMMUNICATION RESEARCH DATA

May, 2019

70 Marks

Time Allowed: 2 Hours

GENERAL INSTRUCTION TO CANDIDATES:

- Attempt all questions
- Answer ALL questions in the answer booklet provided.
- Your explanations should be **brief** but detailed.
- Marks will be awarded for correct grammar, clarity of expression and logical presentation of facts.

Examiner: Akosua Kosei Kwarteng Asamoah

Attempt all questions

1. Previous studies (Akromah, 2015; Degaule, 2016b; Ogundele, 2017) indicate that working students have the tendency to use technological gadgets for studying more than full time students. In your study you have gathered data on a section of Redemption University students. You hope to find out, between regular and weekend students, which group attach importance to the use of technological gadgets in learning.

You sampled 30 students. In your questionnaire, they were asked to rank on the scale of 1 to 10 (1 being least important and 10 being most important) their score on the importance of the use of technological gadgets in their education to them.

Scores of weekend students- 6, 7, 6, 6, 8, 5, 7, 8, 5, 6, 6, 8, 7, 7, 7

Scores of regular students- 8, 6, 7, 9, 9, 7, 10, 8, 9, 9, 9, 8, 7, 6, 9, 10

- a. Define the following terms
 - i. Mean
 - ii. Mode
 - iii. Median
- b. Find the mean, mode and median of the data set (weekend students' score and regular students' score) above separately.
- c. Using the means of the two groups, report your findings in reference to the literature above.
- d. Degaule, (2016b). What does the 'b' signify?

2. Explain the following terms

- a. Reliability
- b. Validity
- c. interval measure
- d. nominal measure
- e. ordinal measure

10 marks

3. Explain the step you will use in analysing qualitative data using the analytic inductive technique.

20 marks

The coding schedule and manual below should be used in answering question 4

Case number	Gender	Occupation	Position of news	Nature of News	Visuals
1	1	1	1	1	1
2	1	3	2	7	1
3	2	1	1	2	1
4	1	4	2	12	2
5	1	2	3	3	2
6	2	1	1	4	1
7	1	1	1	2	1
8	2	1	1	10	1
9	2	1	2	8	1
10	1	4	3	11	2

Coding Manual

Gender

Male -1

Female 2

Occupation

Public Servant-1

Civil Servant- 2

High Income Private worker- 3

Low income private worker-4

Position of News item

Front page- 1

Inside page- 2

Back Page- 3

Social positive-3

Social negative-4

Economic positive- 5

Economic negative- 6

Health positive-7

Health negative-8

Cultural positive-9

Cultural negative- 10

Security positive-11

Security negative -12

Use of illustration

With picture- 1

Without picture -2

Nature of new item

Political positive-1

Political negative-2

4.

- a. Write short notes under the following headings as part of your analysis of the data collected;
 - i. Gender and the nature of news reported
 - ii. Occupation and news reported
 - iii. Gender , position of news item and accompanying illustrations
- b. Write a concluding paragraph on framing, considering the patterns you identified in i,ii and iii.

iv.